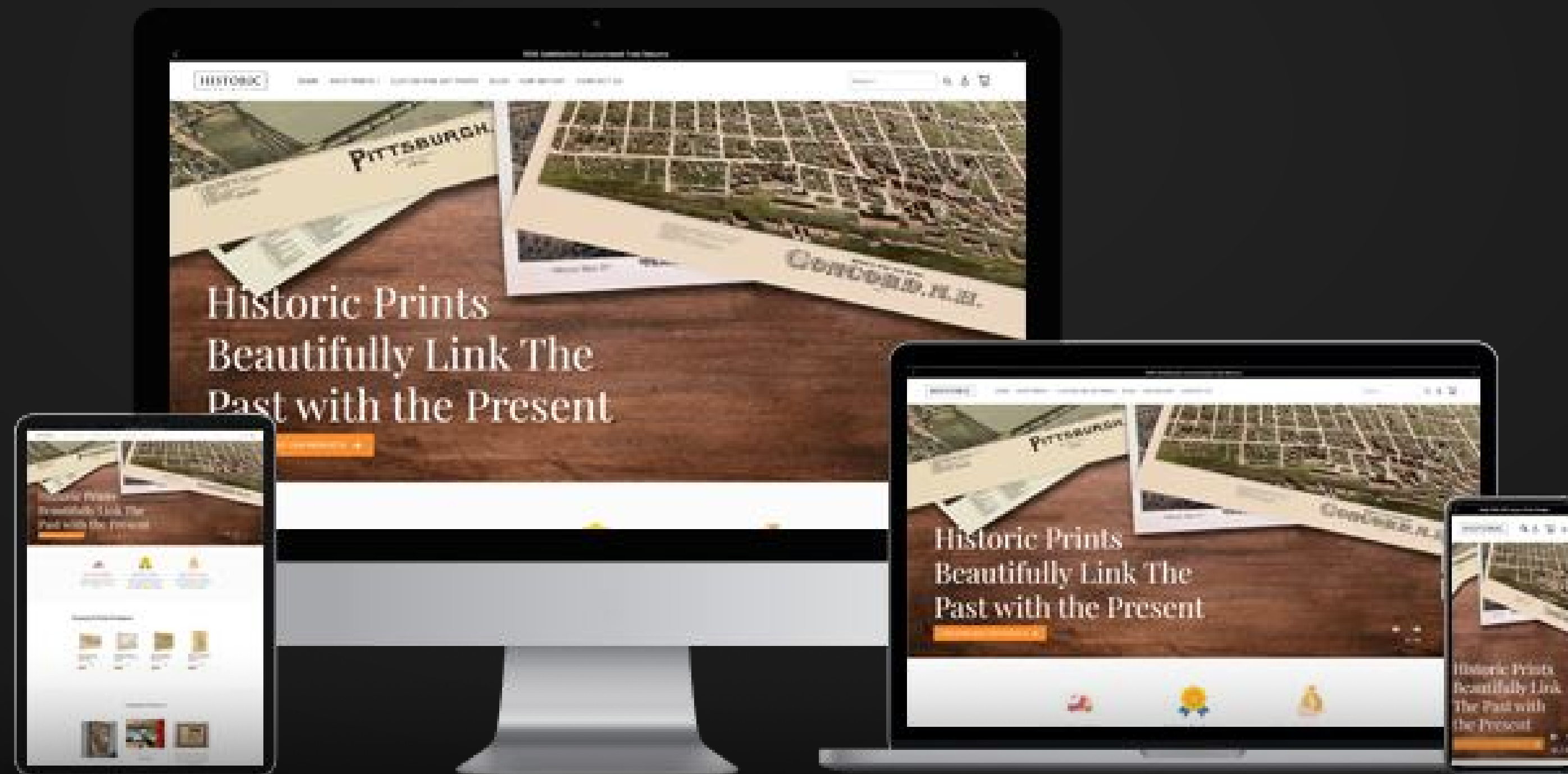


SEO CASE STUDY HISTORIC PRINTS



Executive Summary

Historic Prints, an e-commerce business specializing in historical and vintage wall art, sought to redirect its success from Amazon to its dedicated website, which had been experiencing low traffic and direct sales. The challenge was to boost the website's visibility and transform it into a profitable direct sales channel.



Challenge

Despite success on Amazon, Historic Prints' website lacked the traffic and visibility necessary to generate direct sales. The brand needed a strategy to attract more visitors and convert them into customers.



Objectives

Phase 1

Awareness and Traffic Growth

Month-over-Month Traffic Increase: Immediate objectives were set to increase traffic, with a focus on informational content to attract a top-of-funnel audience, addressing awareness and education regarding historical and vintage wall art.

Phase 2

Seasonal Strategy Implementation

Seasonal Sales Alignment: Leveraging insights from Amazon sales data, SEO efforts were intensified during Q3 and Q4 to capitalize on the seasonal peaks associated with major events and holidays.



Phase 3

Conversion and Sales Focus

Year-over-Year Growth Targeting: With a foundational traffic stream established, the strategy evolved to emphasize long-term, sustainable growth, transitioning from MoM to YoY improvements in both traffic and direct online sales.

Phase 4

Brand Trust and Review Acquisition

Review-Driven Authority Building: Incorporating social proof via reviews through social media and email marketing campaigns, fostering brand trust and encouraging direct sales.

[Get Started](#)

SEO Strategy and Execution

On-Page Optimization

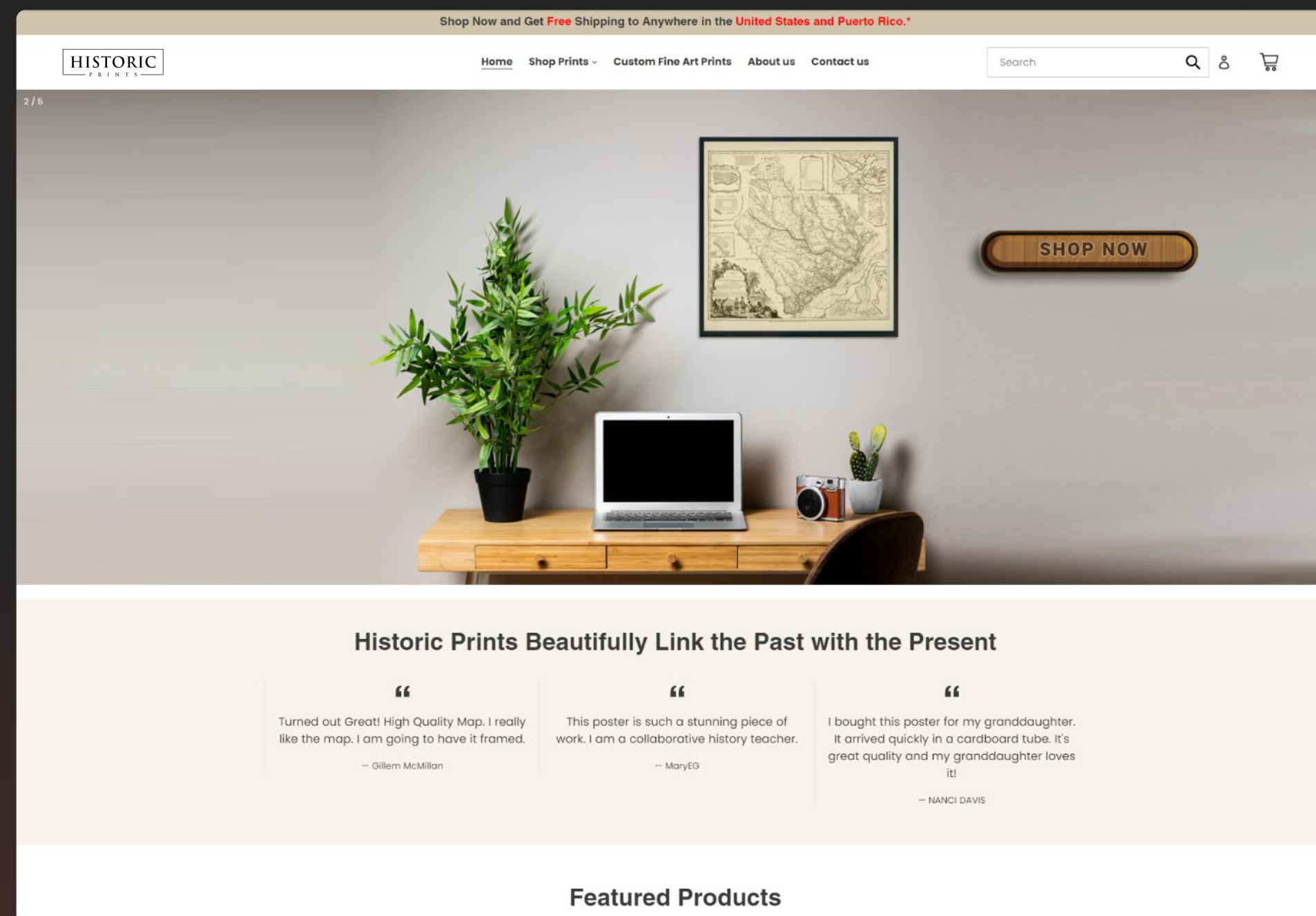
► Site Redesign

Improved the site's aesthetic and user experience.

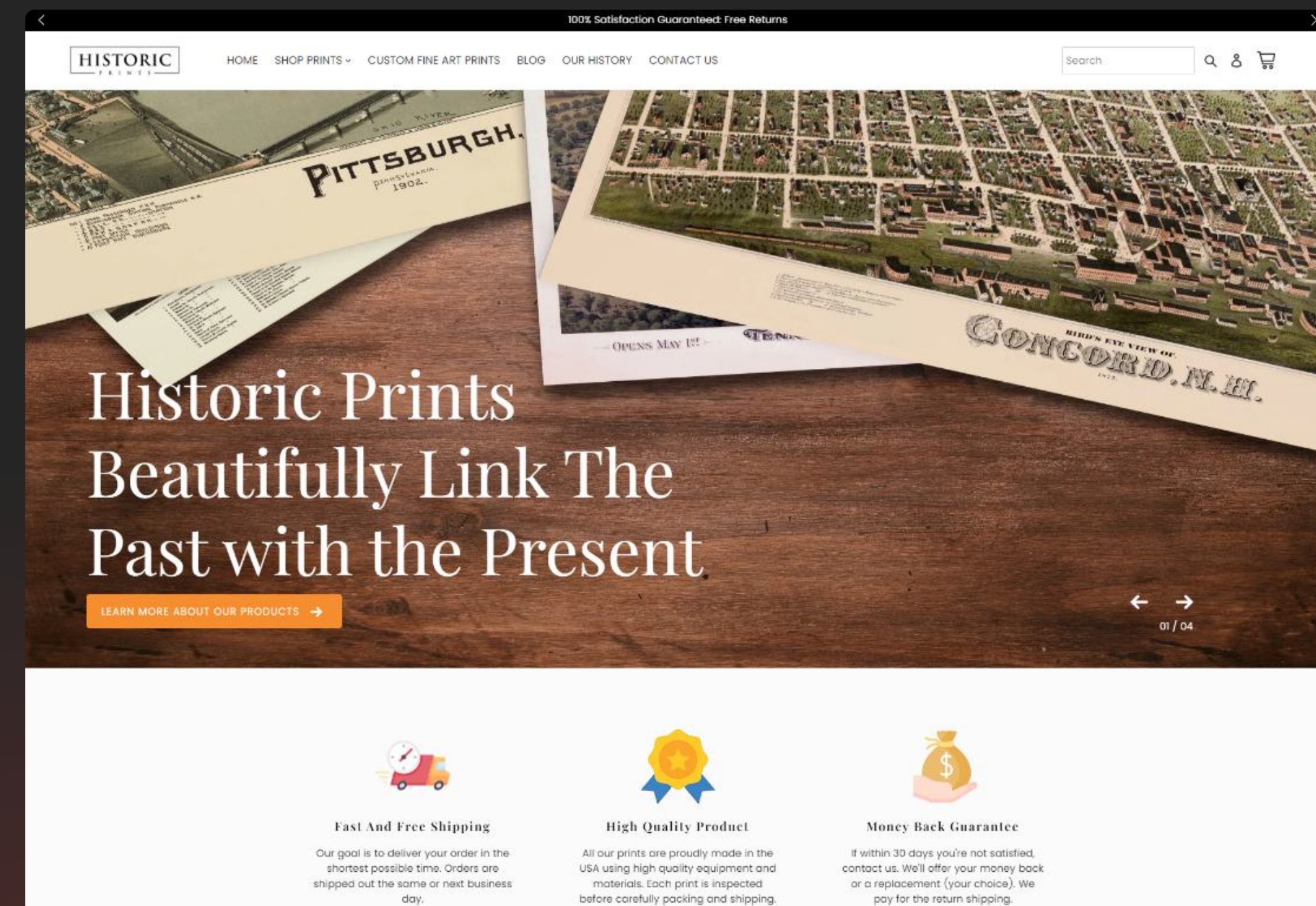
► Content Optimization

Enhanced collection pages and fixed internal link structures.

Before



After



Before

After

Feel a Distinct Bond With Different Eras Get Transported Back in Time



Makes a great gift

HISTORIC PRINTS has cultivated a vast collection of beautifully restored vintage Prints ideal for home, offices, workspaces, classrooms, and interiors.

Subscribe to our Newsletter

Promotions, new products and sales. Directly to your inbox.

Email address



FAST SHIPPING

Our goal is to deliver your order in the shortest possible time. Orders are usually shipped out the same or next business day using USPS Priority (2-3 day) shipping.



HIGH QUALITY PRODUCT

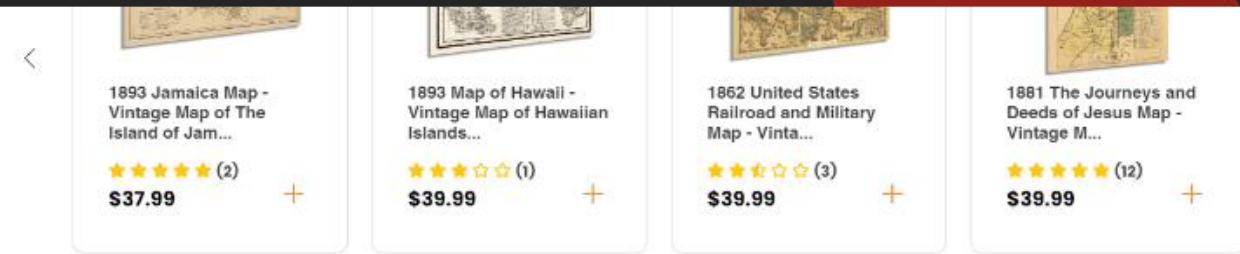
All our prints are proudly made in the USA using high quality equipment and materials. Each print is inspected before carefully packing and shipping.



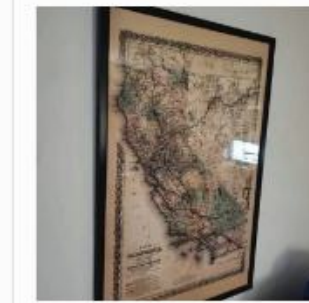
MONEY BACK GUARANTEE

If within 30 days you're not satisfied, contact us. We'll offer your money back or a replacement (your choice). We pay for the return shipping.

*Free shipping for framed and canvas products limited to the 48 contiguous United States.



Customer Reviews



"Awesome print, my dad loved it."
- Les



"My map is in my class room!"
- Sandra Kainoa



"Great product! Came packaged very nicely and the map is printed on a what seems to be a heavier printing paper than typical printing paper. I feel premium & excellent print quality to the map. Love it for my new office, great product for any history buff. Highly recommend!"
- Katie Kookaburra, Cyeelist



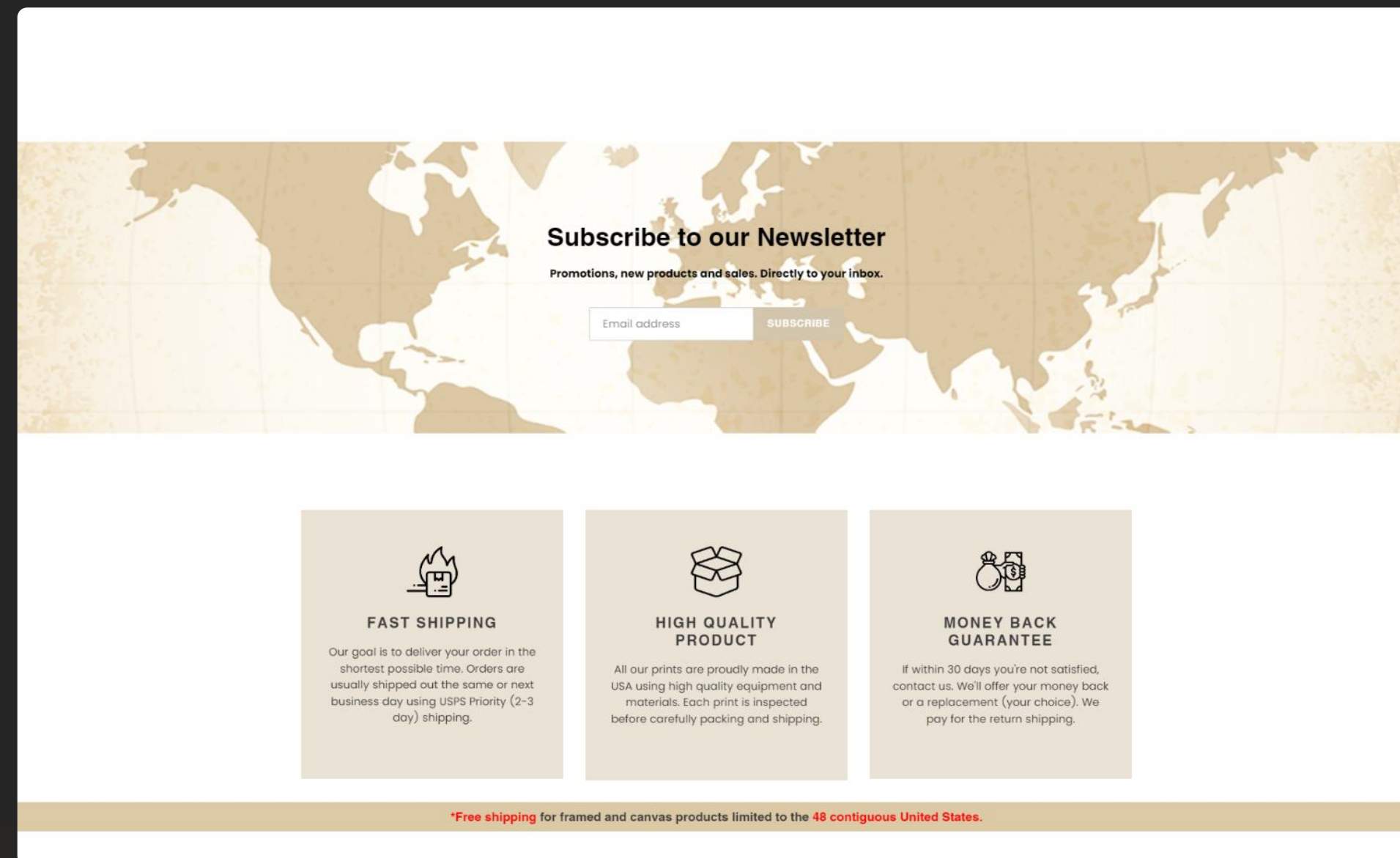
Feel a Distinct Bond With Different Eras

Get Transported Back in Time

HISTORIC PRINTS has cultivated a vast collection of beautifully restored vintage Prints ideal for home, offices, workspaces, classrooms, and interiors.



Before



After



Content Strategy

▶ Funnel-Based Content

Created TOF, MOF, and BOF content.

▶ Content Clusters

Developed thematic content clusters like "Civil War Artifacts" and "Antique Map Collections".

Technical SEO

▶ Error Remediation

Addressed 404s, fixed redirects, and updated external links.

▶ Product Labeling

Implemented "sold out" tags and notification options for out-of-stock items.

Monitoring and Tools

▶ Google Search Console

Monitored technical issues and content performance.

▶ Ahrefs

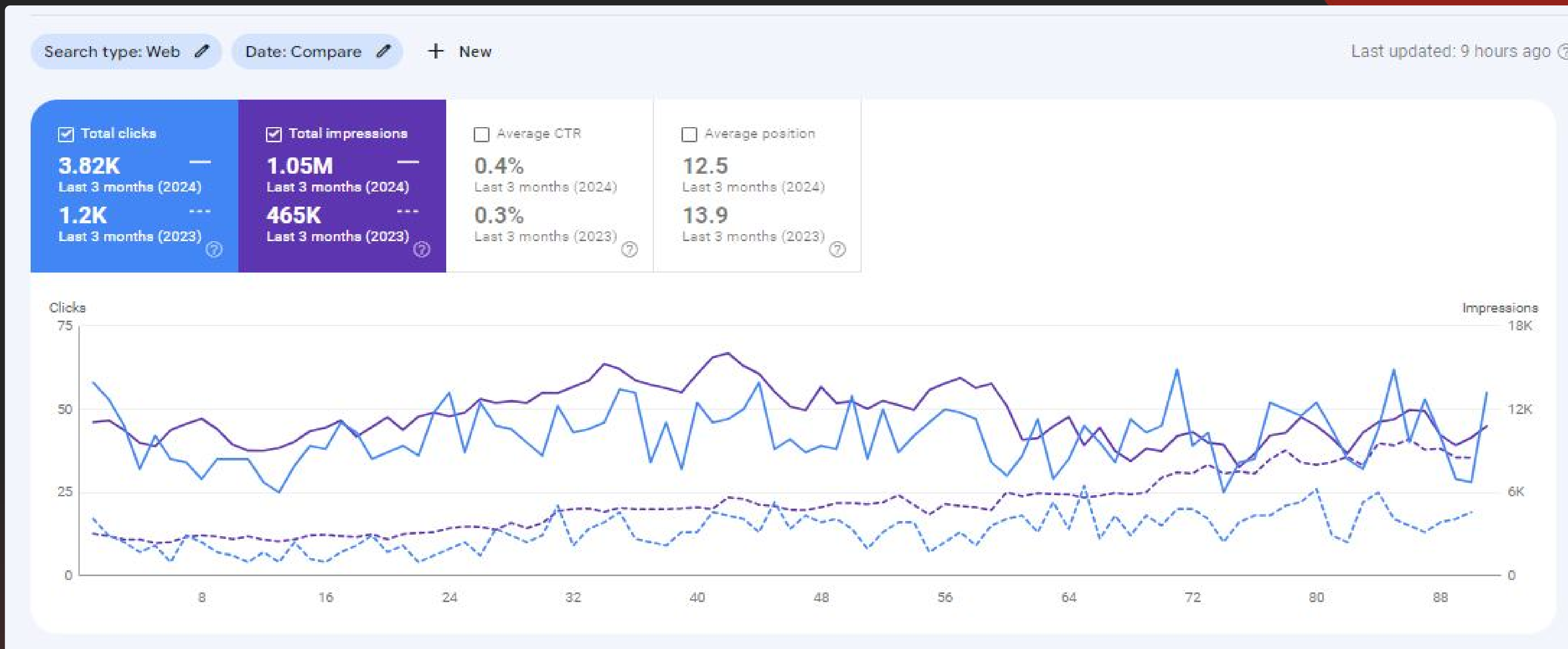
Tracked keyword rankings and backlink profiles.



Results

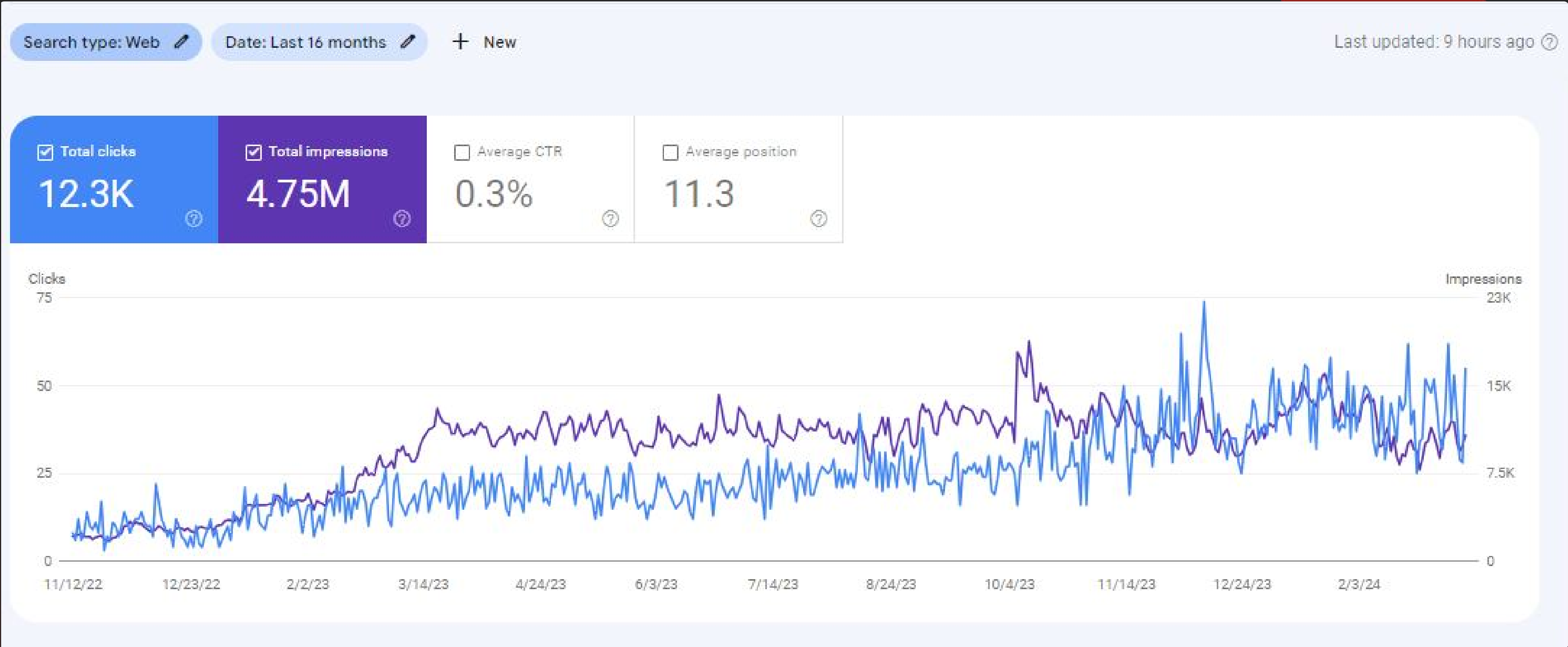
► Clicks

An increase from 1.2K to 3.82K in the last 3 months.



► Impressions

More than doubled from 465K to 1.05M.



► CTR

Improved from 0.3% to 0.4%.

Search...		Rows per page: 10	Go to: 1	1-10 of 888			
Landing page	+ SHOW ALL ROWS	↓ Sessions	Users	New users	Average engagement time per session	Conversions All events	Total revenue
		2,043 vs. 1,931 ↑ 5.8%	1,876 vs. 1,768 ↑ 6.11%	1,872 vs. 1,756 ↑ 6.61%	34s vs. 41.81 ↓ -17.84%	10.00 vs. 10.00	\$912.89 vs. \$434.90 ↑ 109.91%
1	/						
	Jan 1 - Jan 30, 2024	271	233	231	1m 09s	4.00	\$390.95
	Dec 1 - Dec 31, 2023	241	215	209	1m 26s	1.00	\$24.99
	% change	12.45%	8.37%	10.53%	-19.67%	300%	1,464.43%
2	/es/products/1893-map-of-the-square-and-stationary-flat-earth-wall-art-print						
	Jan 1 - Jan 30, 2024	97	95	95	19s	0.00	\$0.00
	Dec 1 - Dec 31, 2023	77	74	74	26s	0.00	\$0.00
	% change	25.97%	28.38%	28.38%	-25.47%	0%	0%
3	/products/1893-map-of-the-square-and-stationary-flat-earth-wall-art-print						
	Jan 1 - Jan 30, 2024	71	71	71	38s	0.00	\$0.00
	Dec 1 - Dec 31, 2023	111	105	105	36s	0.00	\$0.00

► Average Position

Enhanced from 13.9 to 12.5.

Over 16 months, clicks increased to 12.3K and impressions to 4.75M, with consistent CTR and better average positioning.

Landing page +		↓ Sessions	Users	New users	Average engagement time per session	Conversions All events ▼	Total revenue
↕ SHOW ALL ROWS							
		6,238 vs. 4,643 ↑ 34.35%	5,693 vs. 4,312 ↑ 32.03%	5,683 vs. 4,300 ↑ 32.16%	41s vs. 36.07 ↑ 15.08%	25.00 vs. 18.00 ↑ 38.89%	\$1,839.63 vs. \$1,121.11 ↑ 64.09%
1	/						
	Dec 1, 2023 - Feb 29, 2024	742	646	635	1m 20s	5.00	\$415.94
	Sep 1 - Nov 30, 2023	506	455	441	1m 02s	1.00	\$39.99
	% change	46.64%	41.98%	43.99%	29.24%	400%	940.11%
2	/products/1960-ruby-bridges-black-american-civil-rights-activist-photo-print						
	Dec 1, 2023 - Feb 29, 2024	394	381	381	24s	0.00	\$0.00
	Sep 1 - Nov 30, 2023	3	3	3	8s	0.00	\$0.00
	% change	13,033.33%	12,600%	12,600%	204.03%	0%	0%
3	/products/1893-map-of-the-square-and-stationary-flat-earth-wall-art-print						
	Dec 1, 2023 - Feb 29, 2024	244	237	237	36s	2.00	\$99.98
	Sep 1 - Nov 30, 2023	220	207	205	29s	0.00	\$0.00
	% change	10.91%	14.49%	15.61%	25.09%	0%	0%

Conclusion

The strategic SEO approach taken with Historic Prints has culminated in a robust online presence with year-over-year growth. This success story underscores the power of a data-driven, phased SEO strategy tailored to seasonal trends and consumer search behaviors.

[Get Started](#)

